



WILLIAM FAN

THE BRAND

The Berlin-based label WILLIAM FAN established in 2015. The eponymous designer who grew up in Germany with Asian roots fuses European elements with Chinese influences and thus creates a harmonious union between these cultures. His biography is part of the holistic designs representing a timeless and progressive approach which does not rely on gender and age. Yet he allows significant public insights through telling his vision of eliminating the classical use of labels in forms of stories within the fashion shows. WILLIAM FAN produces ready-to-wear, shoes, bags, jewellery, furniture and objects.





THE DESIGNER

William Fan is a Berlin-based fashion designer. He finished his BA Fashion Design at ArtEZ Academy of Design & Arts in Arnhem. After working for Alexander McQueen, Fan accomplished his MA programme at Kunsthochschule Weissensee Berlin. With his graduation collection, the designer founded his namesake brand WILLIAM FAN in 2015 in Berlin.

He was chosen to be the mentee of the Fashion Council Germany. Further being the winner of the H&M Fellowship Programme followed being nominated for the Woolmark Prize.

REFERENCES

“Currently the most requested newcomer in the Berlin fashion world.”
Vogue


“It is Fashion Week in Berlin. It’s greatest hope? The German-Chinese young designer William Fan. Especially his sense for business makes him very successful.”
Zeit

“When it comes to setting a scene, William Fan clearly took the prize in Berlin.”
WWD

“William Fan ist one of the most exciting designers of German fashion because he crosses borders of seasons, sexes and age.”
F.A.Z.

“He is the golden boy of the German fashion scene.”
WELT

ONLINE












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WILLIAM FAN Official
www.williamfan.com

BEITRÄGE

MARKIERT



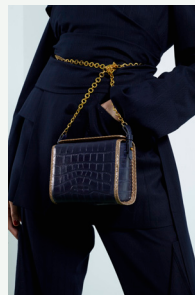
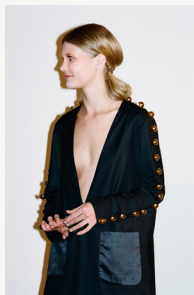
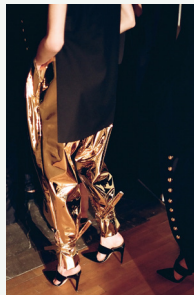
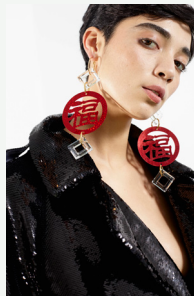
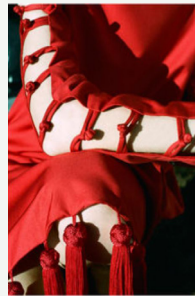
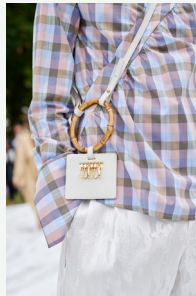
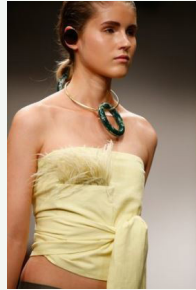
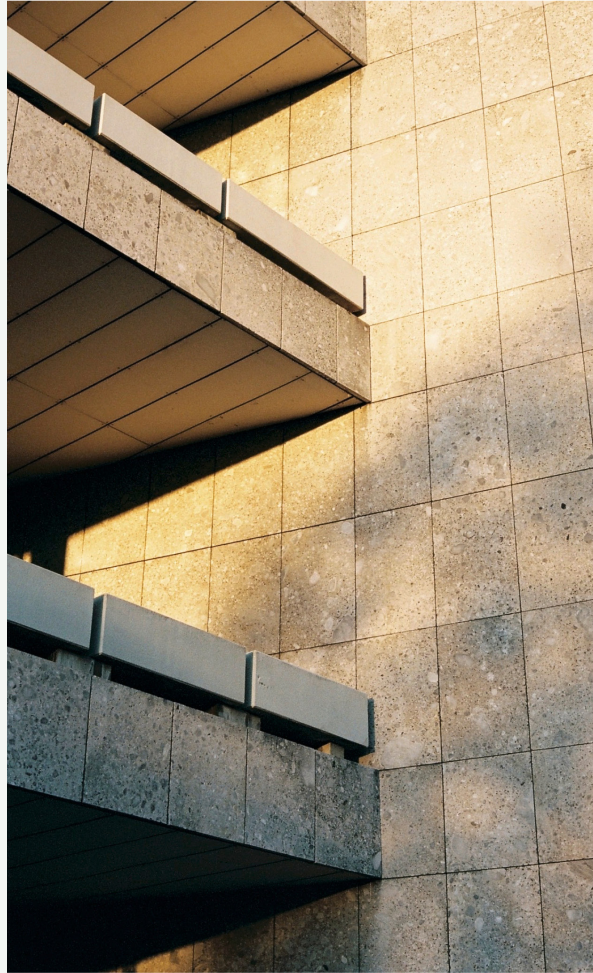
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READY TO WEAR

WILLIAM FAN

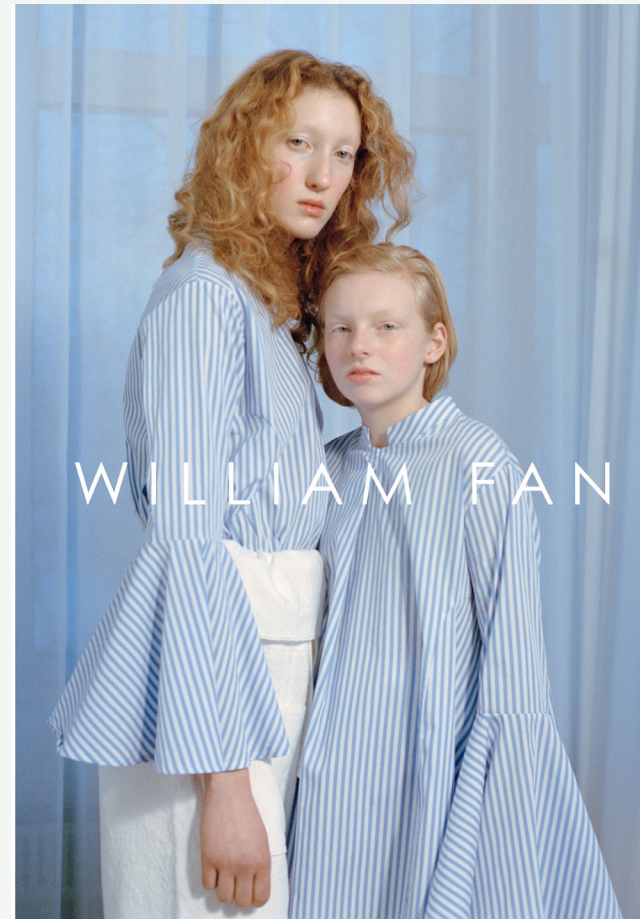


www.williamfan.com



THE DAY AFTER

Collection Spring/Summer 2017



**“Innovative materials that sit beautifully with classic tailoring to create an ageless, sexless, uniform-like silhouette are what define William Fan’s language.”
– Swarovski**

CHINA TOWN

Collection Autumn/Winter 2017/18



“Longblazers, extreme bell-bottoms in overlength or shortened, as well as a material mix of velvet, metallic and knitwear, provided a significant change.”
– Journelles

GARBSEN

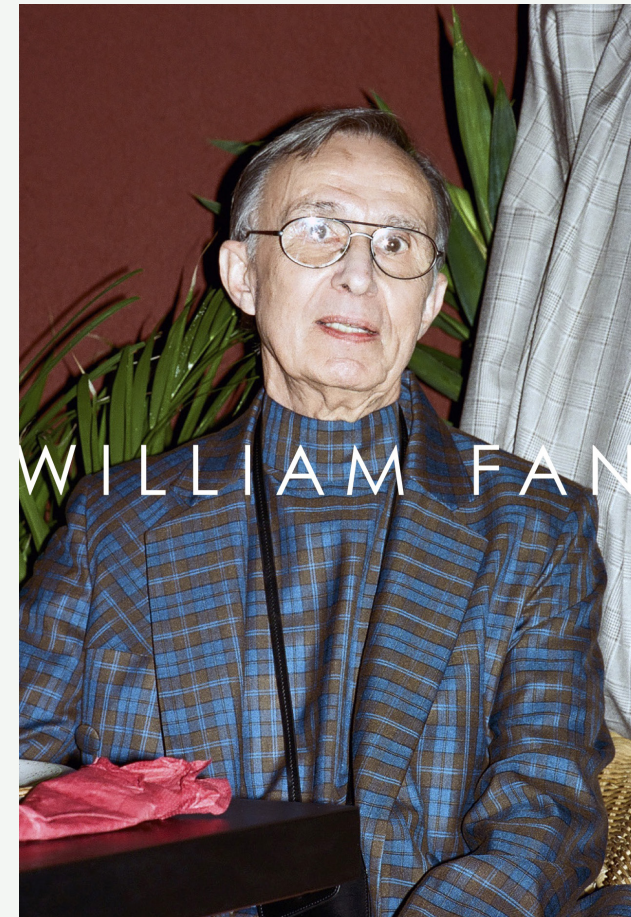
Collection Spring/Summer 2018



“William Fan has been heralded as one of the best new names in German fashion.” – Global Blue

FAN DYNASTY

Collection Autumn/Winter 2018/19



“What degenerates into an intended concept for many brands, such as unisex collections or a versatile model casting with women and men of different ages, origins and sizes, works so wonderfully naturally for William Fan.” – Harper’s Bazaar Germany

COLLECTORS

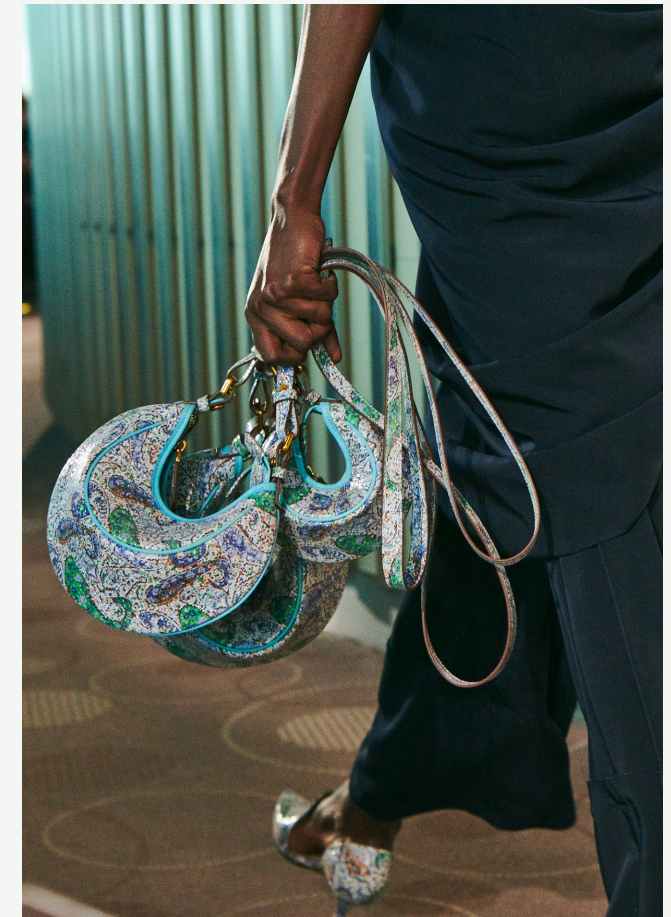
Collection Autumn/Winter 2019/20



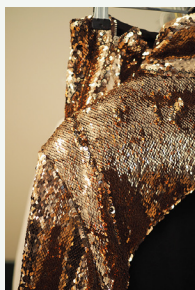
“Coats of summery light brocade met silky dresses and technical fabrics in lively tones like neon green.” – AD Magazine Germany

BERLIN

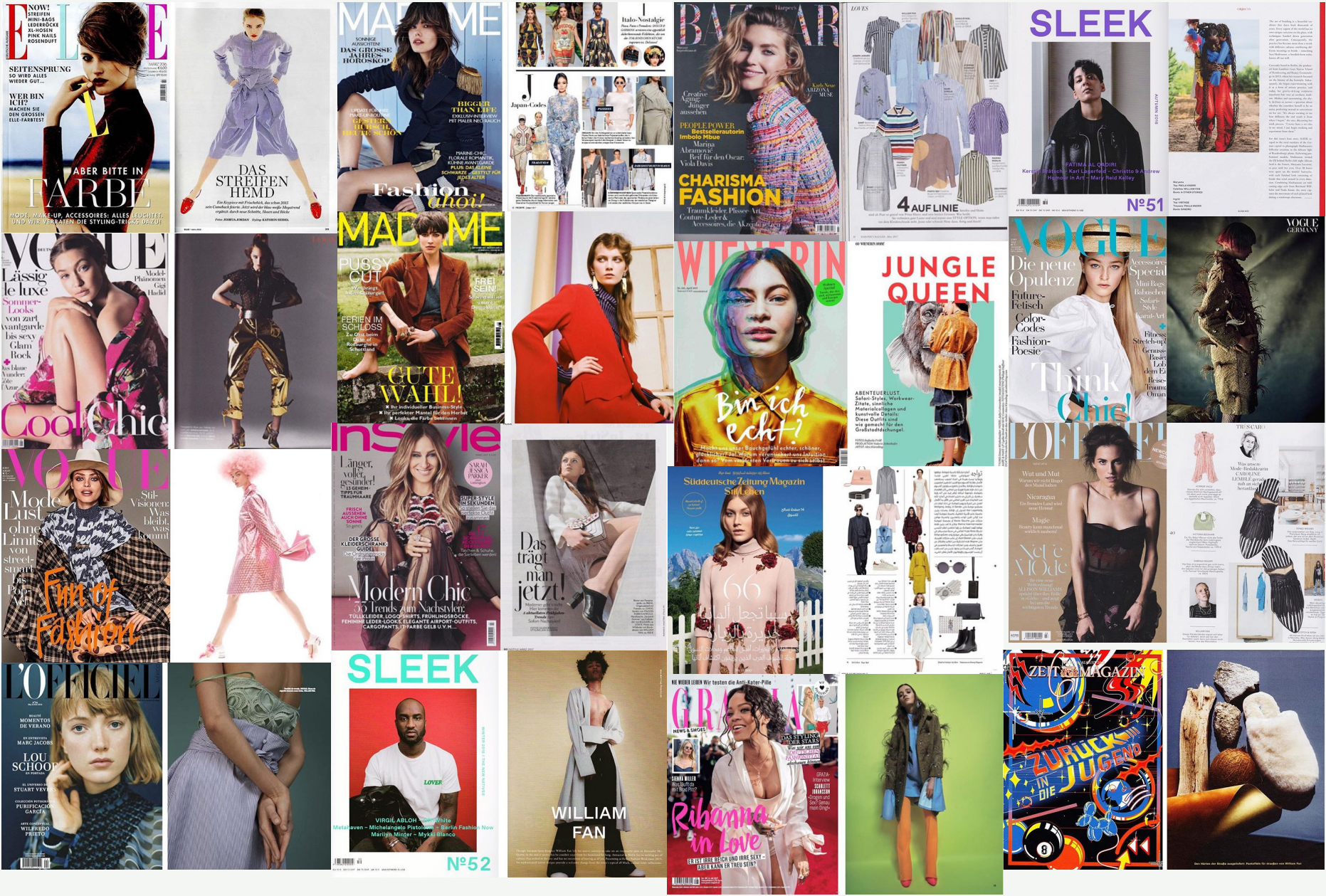
Collection Spring/Summer 2020

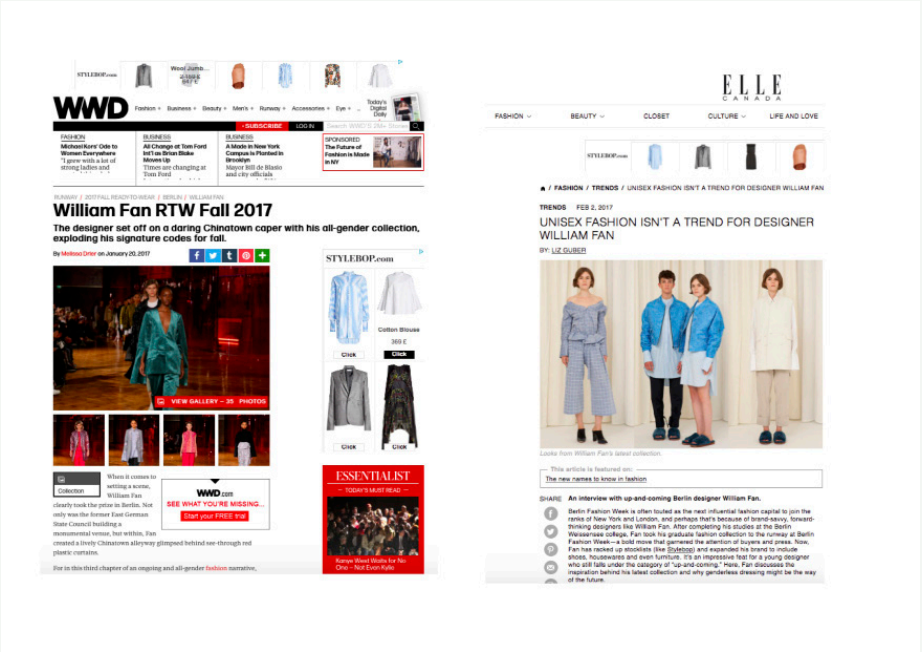


“Perfectly cut dresses, self-ironic accessories and masterly fabric selection by William Fan, who once again succeeded this season in skilfully integrating Far Eastern influences into his timelessly cool aesthetics.” – Fashion United



PRESS





Selected Guests

Christiane Arp, Kerstin Schneider, Inga Griesse, Christoph Ahmend, Melissa Drier, Alfons Kaiser, Veronika Heilbrunner, Betty Ho, Barbara Schöneberger, Edita Vilkeviciute, Bill Kaulitz, Stella von Senger, Lars Eidinger, Joy Denalane, Emilia Schuele, Sonja Gerhard, Wana Limar, Caro Daur, Julia Malik...

Selected Magazines, Newspaper ,TV, Radio

Vogue, FAZ, Handelsblatt, Monopol, Die Dame, Spiegel, Die Welt, Spiegel Online, Harpers Bazaar, Icon, Intro, Elle, Tush, WWD, Grazia, Textilwirtschaft, iD Germany, Cosmopolitan, Instyle, Indie Magazin, L'Officiel, Interview, GQ, Sleek, DIVA, Glamour, Gala, Bunte, NZZ, WELT am Sonntag, L'Officiel Homme, Zeit Magazin, Deutsche Welle, ZDF, Radio Eins...



VIPs



Amandla Stenberg



Christiane Arp and Victoria Beckham



Slick Woods



Tommy Genesis and M.I.A.



Amber Valletta



Jan Quammie

SELECTED COLLABORATIONS



GOOGLE



Mercedes Benz



BIKINI BERLIN



Dr Hauschka

STORE & RETAIL



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WILLIAM FAN



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